FACT–FILE

Voluntary Support for Higher Education, 1981-82

	74 private universities	5 private men's colleges	71 private women's colleges	404 private coeducational institutions	48 professional and specialized schools	188 public 4-year institutions	41 2-year institutions	Total for 837 institutions
AMOUNT OF SUPPORT								
Current operations	$797,975,000	$6,611,000	$62,299,000	$386,432,000	$61,368,000	$742,719,000	$9,360,000	$2,066,764,000
1-year change	+ 6.6%	+25.9%	+10.2%	+10.5%	+ 6.8%	+17.7%	+ 7.2%	+11.3%
Capital	$715,523,000	$10,299,000	$58,573,000	$494,754,000	$74,950,000	$317,506,000	$9,167,000	$1,680,772,000
1-year change	+23.7%	+ 9.2%	- 4.4%	+25.6%	+57.3%	+16.6%	- 1.0%	+22.4%
Total	**$1,513,498,000**	**$16,910,000**	**$120,872,000**	**$881,186,000**	**$136,318,000**	**$1,060,225,000**	**$18,527,000**	**$3,747,536,000**
1-year	**+14.0%**	**+15.2%**	**+ 2.5%**	**+18.5%**	**+29.7%**	**+17.4%**	**+ 3.0%**	**+16.0%**
SOURCES OF SUPPORT								
Alumni	$506,920,000	$7,398,000	$54,426,000	$223,378,000	$13,187,000	$195,834,000	$1,865,000	$1,003,008,000
1-year change	+40.1%	+39.4%	+ 4.2%	+ 6.3%	+23.1%	+16.7%	+ 6.9%	+23.9%
Nonalumni	$299,434,000	$4,118,000	$20,846,000	$269,761,000	$43,940,000	$189,516,000	$6,986,000	$834,602,000
1-year change	-11.0%	-21.8%	- 8.1%	+32.9%	+53.1%	+17.8%	-13.4%	+ 9.1%
Foundations	$331,207,000	$2,031,000	$21,493,000	$183,499,000	$42,303,000	$205,048,000	$2,629,000	$788,210,000
1-year change	+ 7.5%	-13.3%	- 5.0%	+29.7%	+12.3%	+ 8.9%	+21.2%	+12.2%
Business corporations	$268,991,000	$1,598,000	$10,415,000	$ 87,702,000	$24,662,000	$339,618,000	$4,014,000	$736,998,000
1-year change	+17.1%	+58.7%	+ 6.7%	+ 5.8%	+52.1%	+33.4%	+25.3%	+23.4%
Religious denominations	$ 26,315,000	$1,197,000	$ 7,774,000	$ 73,795,000	$ 6,773,000	$473,000	$2,174,000	$118,501,000
1-year change	+36.1%	+418.6%	+39.5%	+10.6%	+ 3.0%	-55.9%	+ 3.7%	+16.6%
Others	$ 80,630,000	$568,000	$ 5,918,000	$ 43,051,000	$ 5,453,000	$129,736,000	$859,000	$266,217,000
1-year change	+12.3%	+ 8.3%	+17.6%	+ 9.5%	+ 4.0%	- 0.8%	+20.7%	+ 5.1%
PURPOSES								
Unrestricted	$366,664,000	$5,876,000	$60,803,000	$392,736,000	$43,497,000	$138,089,000	$9,366,000	$1,017,030,000
1-year change	- 1.4%	+12.4%	+ 8.3%	+12.0%	+17.2%	+15.7%	- 3.3%	+ 7.0%
Physical plant	$202,789,000	$4,421,000	$16,623,000	$178,202,000	$33,766,000	$117,809,000	$4,605,000	$558,413,000
1-year change	- 0.9%	-21.2%	-26.1%	+12.6%	+95.8%	+ 8.4%	+20.8%	+ 7.2%
Basic research	$208,346,000	$92,000	$ 1,853,000	$ 4,762,000	$22,530,000	$285,107,000	$ 8,000	$522,700,000
1-year change	+11.2%	+192.3%	+ 2.2%	-27.3%	-15.0%	+ 9.8%	+12.6%	+ 8.4%
Student financial aid	$156,327,000	$1,965,000	$20,066,000	$134,948,000	$12,660,000	$169,721,000	$2,675,000	$498,365,000
1-year change	+ 5.3%	+ 3.1%	+61.7%	+52.7%	+48.4%	+17.7%	+ 3.3%	+22.6%
Faculty compensation	$110,563,000	$809,000	$ 4,690,000	$ 36,097,000	$10,989,000	$57,247,000	$402,000	$222,796,000
1-year change	- 4.2%	+85.4%	-53.4%	+18.1%	+41.4%	+16.4%	+27.3%	+ 3.4%
Others	$468,809,000	$3,747,000	$16,834,000	$132,441,000	$12,876,000	$292,253,000	$1,272,000	$928,232,000
1-year change	+56.8%	+154.2%	+12.6%	+23.1%	+62.4%	+31.4%	-10.7%	+41.8%

	74 private universities	7 private men's colleges	77 private women's colleges	496 private coeducational colleges	73 professional and specialized schools	258 public institutions	118 2-year institutions	Total for 1,101 institutions
SUPPORT THROUGH THE ANNUAL FUND								
Total alumni of record	4,922,724	62,634	720,747	5,213,555	465,054	11,803,414	532,810	23,720,938
Alumni solicited for annual fund	3,990,916	58,877	632,356	4,358,579	397,475	9,231,237	265,328	18,934,768
Alumni donors to annual fund	991,185	18,835	201,940	1,009,459	74,985	1,254,991	31,282	3,582,677
Alumni gifts to annual fund	$140,450,000	$2,582,000	$24,098,000	$98,990,000	$7,920,000	$97,483,000	$1,681,000	$373,184,000
Nonalumni parents' gifts to annual fund	$6,937,000	$250,000	$2,261,000	$10,480,000	$269,000	$1,379,000	$348,000	$21,923,000
Total gifts to annual fund	$235,266,000	$5,519,000	$45,819,000	$267,820,000	$29,486,000	$236,692,000	$7,462,000	$821,065,000
CORPORATIONS' MATCHING GIFTS								
Total number of gifts matched	100,079	2,387	15,490	93,626	9,412	79,201	2,111	302,306
Support from matching-gift programs	$23,083,000	$558,000	$3,528,000	$20,906,000	$1,741,000	$13,718,000	$350,000	$63,883,000

n.a.—not available

Support Compared with Prices, Spending, Enrollment

Academic years	Estimated voluntary support: Total	Per student: Current	Per student: Adjusted†	Share of total	Institutional expenditures: Total	Per student: Current	Per student: Adjusted†	Total enrollment	Consumer Price Index*	Higher Education Price Index*
1949-50	$ 240,000,000	$ 90	$126	9.6%	$ 2,500,000,000	$ 940	$1,310	2,659,000	71.7	n.a.
1965-66	1,440,000,000	241	251	9.5%	15,200,000,000	2,547	2,656	5,967,000	95.9	95.0
1970-71	1,860,000,000	215	181	6.9%	27,100,000,000	3,133	2,637	8,649,000	118.8	128.6
1975-76	2,410,000,000	213	128	5.6%	42,700,000,000	3,780	2,280	11,291,000	165.9	177.2
1980-81	4,230,000,000	350	136	6.2%	68,600,000,000	5,671	2,185	12,097,000	259.6	263.9
1981-82	4,860,000,000	393	140	6.4%	73,100,000,000	5,909	2,104	12,372,000	280.8	290.1
Average annual change										
1949-50 to 1965-66	+11.9%	+ 6.4%	+ 4.4%		+11.9%	+ 6.4%	+ 4.5%	+ 5.2%	+ 1.8%	n.a.
1965-66 to 1970-71	+ 5.3%	- 2.3%	- 6.3%		+12.3%	+ 4.2%	- 0.1%	+ 7.7%	+ 4.4%	+ 6.2%
1970-71 to 1975-76	+ 5.3%	- 0.2%	- 6.7%		+ 9.5%	+ 3.8%	- 2.9%	+ 5.4%	+ 6.9%	+ 6.6%
1975-76 to 1980-81	+11.9%	+10.4%	+ 1.7%		+ 9.9%	+ 8.4%	- 0.8%	+ 1.4%	+ 9.4%	+ 8.3%
1980-81 to 1981-82	+14.9%	+12.3%	+ 3.7%		+ 6.6%	+ 4.2%	- 3.7%	+ 2.3%	+ 8.2%	+ 9.9%

† Adjusted to 1967 dollars, according to Consumer Price Index.
* 1967 = 100
n.a.—not available

SOURCE: COUNCIL FOR FINANCIAL AID TO EDUCATION

Gifts to Colleges Rise by 15 Pct., to $4.86-Billion

By BEVERLY T. WATKINS

Total voluntary support for the nation's higher-education institutions increased by almost 15 per cent in 1981-82, to an estimated $4.86-billion, a survey by the Council for Financial Aid to Education has found.

The largest share of voluntary contributions—about $2.9-billion—went to private four-year colleges and universities, as it has done traditionally. Public four-year institutions received about $1.2-billion. The balance was given to professional schools and two-year colleges.

Alumni of both public and private institutions, other individual donors, corporations, foundations, and religious organizations all increased their support for colleges and universities last year—some by as much as 25 per cent.

The council's estimates of voluntary support, which are being announced this week, are based on an annual nationwide survey. Some 1,101 public and private colleges and universities took part in the project.

Total voluntary support for higher education in 1981-82 covered an estimated 6.4 per cent of college and university expenditures, up from 6.2 per cent the previous year.

The council said voluntary contributions amounted to $393 per student, up from $350 a year earlier.

About one-fifth of the additional contributions in 1981-82 came from the estate of Edward Mallinckrodt, Jr., chairman of the board of Mallinckrodt Chemical Works in St. Louis, who left $77-million to Harvard University and $38-million to Washington University. He was an alumnus of both institutions.

Corporate Gifts Up

Corporations gave an estimated $976-million, an increase of 25 per cent over 1980-81. The corporate total included a newsreel-film library valued at $30.4-million, donated to the University of California at Los Angeles by the Hearst Corporation, and gifts of computers and equipment valued at about $70-million.

The council speculated that the Economic Recovery Tax Act of 1981 had encouraged corporations to increase their noncash gifts. The act permits more liberal valuations of gifts of goods to be used for research by higher-education institutions.

Contributions from foundations passed the billion-dollar mark for the first time.

The council estimated that almost 20 per cent of alumni, the largest percentage since 1967-68, had contributed to annual funds in 1981-82, compared to fewer than 17 per cent in 1980-81.

The following institutions had the highest totals of voluntary support:

1. Harvard U.	$181,018,507
2. Yale U.	82,162,299
3. Stanford U.	76,966,527
4. U. of Cal. at Los Angeles	63,032,616
5. Washington U.	57,219,874
6. U. of Southern California	56,555,220
7. U. of Minnesota	54,871,621
8. Cornell U.	50,929,223
9. Columbia U.	50,583,039
10. Princeton U.	47,352,359
11. Mass. Inst. of Technology	46,590,872
12. U. of Michigan	45,579,115
13. U. of Illinois	44,699,065
14. U. of Chicago	43,313,424
15. U. of Pennsylvania	42,317,010
16. Texas A&M U.	40,797,795
17. U. of Wisconsin at Madison	40,172,696
18. Northwestern U.	38,440,242
19. Johns Hopkins U.	36,670,952
20. New York U.	35,377,612
Multiple-unit systems not included above:	
U. of California	$130,928,127
U. of Texas	91,471,283

Side-lines

Most runners would never think of smoking cigarettes, much less at the rate of a pack a day.

But those who run near traffic in urban areas can retain as much carbon monoxide in their blood as chronic smokers, according to a recent study by two Cornell University medical school researchers.

Examining the blood of 16 people immediately after they ran along a congested highway in New York City for 30 minutes, the researchers found the pollutant attached to about 5 per cent of the hemoglobin—the substance that carries oxygen to the tissues—in their blood.

That has the effect of reducing the ability of the blood to carry oxygen to the tissues.

Smoking 10 to 20 cigarettes per day results in a carbon monoxide concentration within a person's blood of 5 to 9 per cent, the scientists said in an article in the *Physician and Sports Medicine*.

Thus, they said, their results imply "that running in an urban area for one-half hour produces an exposure similar to smoking one-half to one pack of cigarettes a day."

•

Joan Benoit, below, women's cross-country coach at Boston University for the past two years, shattered the women's world record when she won the Boston Marathon last week in 2 hours, 22 minutes, and 42 seconds. That's 2 minutes, 47 seconds faster than the previous record.

Ms. Benoit plans to leave the university in June to concentrate on her own running in preparation for next year's Olympic Games.

Ms. Benoit's accomplishment is just the latest evidence of the dramatic improvement in the performance of female athletes in recent years.

In 1964, the women's world marathon record was 3 hours, 27 minutes, and 45 seconds. In this year's Boston Marathon, 60 women ran the race in 3 hours or less.

WIDE WORLD

Said one men's coach of Ms. Benoit: "If she keeps this up, she'll qualify for the men's [Olympic] trials." (The present men's record in the marathon is 2 hours, 8 minutes, and 13 seconds.)

Athletics

Insurance Is Choice of Sports Associations to Aid Injured Players and Avoid Lawsuits

ROBERT GINN, LONG BEACH PRESS-TELEGRAM

Todd Hart of California State U. at Long Beach is given first aid during a game last September. He remains "severely quadriplegic," according to his physician.

By N. SCOTT VANCE

The three national associations that administer college sports have apparently settled a long-running debate over how best to help catastrophically injured athletes while at the same time protecting institutions and their personnel from lawsuits stemming from such injuries.

The National Junior College Athletic Association and the National Association for Intercollegiate Athletics will offer their members this fall a group-insurance policy that provides lifetime financial support to any athletes who are paralyzed or catastrophically injured in other ways. The National Collegiate Athletic Association is negotiating with several insurance companies to provide its members with the same type of coverage.

Although in an average year only one or two college football players suffer injuries that leave them permanently incapacitated, the costs can be catastrophic for the students and their family. Many threaten to file lawsuits against their institutions, coaches, and the manufacturers of protective equipment.

During the 1982 season, two college players suffered such injuries and three others died of injuries related indirectly to playing football. There were no fatalities in 1982 related directly to the college game.

Alternative Plan Spurned

To get the insurance benefits under the plans being offered, students must waive their rights to sue their institutions as well as coaches, trainers, and other personnel. In deciding—albeit tentatively, in the N.C.A.A.'s case—to buy such insurance, the three associations have spurned an alternative plan to help develop a nonprofit foundation that would provide similar help for athletes who are seriously injured.

The National Sports Rehabilitation Foundation, which was established over a year ago but has not begun to raise money needed to help athletes, would offer many of the same benefits as those in the insurance plans now gaining favor. But it would do so, according to its officers, at a lower cost to institutions and without the legal and other problems that they say could derail the insurance plans in the future.

The foundation's lawyer, Daniel Patterson, maintains that the insurance policies could be struck down in court because of the requirement that athletes who want benefits must waive their rights to sue. A spokesman for the Ruedlinger Insurance Company, which is offering the coverage, denies that the possibility of such court action exists.

Officials of the N.C.A.A. and the N.A.I.A. say they chose to begin negotiating for in-

Continued on Following Page

3 Collegians Among 20 Who Died from Football in 1982

MISSION, KAN.

Twenty amateur football players died during the 1982 season, after suffering injuries either directly or indirectly associated with the sport, a survey has found.

Three of the 20 who died were college players, according to the survey, which was sponsored by the National Collegiate Athletic Association, the American Football Coaches Association, and the National Federation of High School Associations.

Nine died as a direct result of playing football. Seven of the nine were high-school players; the other two played in organized youth leagues.

Eleven other deaths were so-called indirect fatalities—those caused by "systemic failure as a result of exertion while participating in football activity or by a complication that was secondary to a nonfatal injury." Of the 11 who died in this category, 3 were college players.

The survey was conducted by Frederick O. Mueller, professor of physical education at the University of North Carolina at Chapel Hill, and Richard D. Schindler, of the high-schools federation.

Most of the deaths resulted from injuries to the head, Mr. Mueller said.

Insurance *Continued from Preceding Page*

surance coverage instead of actively supporting the foundation because there were too many unanswered questions about how the foundation would operate and where its money would come from.

"The insurance program is a more viable program at the present time," said Frederick Mueller, professor of physical education at the University of North Carolina and a member of the N.C.A.A.'s Committee on Competitive Safeguards and Medical Aspects of Sports. "There have never been specific details as to how the foundation would proceed. It was never made clear exactly how they were going to raise all these millions of dollars."

John Black, a lawyer for the N.C.A.A. involved in the negotiations with the insurance companies, said, "There are no bad guys involved in this. We're all interested in figuring out what is the best solution to a problem that is in a way unsolvable. There will always be these injuries.

"But the N.C.A.A. didn't want to endorse a concept [the foundation] until it had seen the full picture. We don't know from the foundation what the cost to institutions would be. If they would give us a number it would be another story."

There are other "enormous questions" to be answered, he said, such as who would decide which students would get benefits and what the criteria for making that decision would be.

A vote by N.C.A.A. members would be required before the association could adopt the insurance policy or endorse the foundation idea.

Premiums to Average $5,000

Doug Ruedlinger, a veteran insurance broker from Topeka, Kan., is handling the policies being offered to members of N.A.I.A. and N.J.C.A.A., and he is negotiating with the N.C.A.A. to provide similar coverage. The premiums colleges will pay vary with the size of the institution but average around $5,000 a year, a Ruedlinger spokesman said.

In January, Mr. Ruedlinger's company also began offering insurance plans to the state associations that govern high-school athletics. By 1983-84, the company expects to have more than 38 state associations covered. A Ruedlinger spokesman said his company was the "front runner" among the insurance companies negotiating with the N.C.A.A.

Mr. Ruedlinger's insurance policies begin supporting catastrophically injured athletes once they have accrued $10,000 in medical bills, some or all of which may be paid by medical insurance policies. At that time, they may apply to the insurance company for benefits.

The company offers to pay the students' medical bills and the costs of rehabilitation therapy. It will also pay for modifying the athlete's home so that he can move around in it despite his handicap, and will buy him an automobile outfitted for his special needs. The company will also provide him with a lifelong income or supplement to his income, if his ability to provide for himself has been impaired by his injury.

In return for the benefits, the student must waive his right to sue his college for negligence in connection with his injury, as well as his right to sue the institution's personnel.

If the student decides to sue instead of taking the benefit package, the insurance company will pay the university's legal costs and any judgment against the institution or its personnel.

Officials of the Rehabilitation Foundation, however, say they've got a better deal to offer the colleges.

They want to raise between $20- and $30-million for an endowment, the interest income from which, they say, would provide the same benefits to injured athletes as Mr. Ruedlinger's company promises.

Most of that money would be raised from large corporations, including sports-equipment manufacturers and television broadcasters. The foundation, which has been financed until now by the makers of football helmets, would initially assist only football players, but would later help athletes injured in other sports, its officials say.

Football-helmet manufacturers are enthusiastic supporters of the foundation. Largely because of the threat of lawsuits, seven sporting-goods manufacturers have dropped helmets from their lines in recent years. The four remaining helmet-makers have found it virtually impossible to obtain insurance.

Permanent Cervical-Cord Injuries in Football

Year	High school	College	Total
1977	10	2	12
1978	12	0	12
1979	8	3	11
1980	10	2	12
1981	6	1	7
1982	7	2	9

SOURCE: FREDERICK MUELLER AND CARL BLYTH, U. OF NORTH CAROLINA

Under the foundation's proposed plan, the injured athletes would apply to the foundation for assistance, and those selected to receive benefits would have to waive their rights to sue their educational institution, its personnel, or the manufacturers of the sporting equipment they were using at the time of their injury. If the students were to reject the benefits and bring lawsuits, the parties being sued could apply to the foundation for funds to fight the suit and to pay any judgment against them.

Despite the interest that the college associations showed earlier, the foundation's officers say, they have declined to endorse the foundation and to help it raise money.

If the N.C.A.A., N.A.I.A., and N.J.C.A.A. would throw their support behind the foundation, said John Masick, one of its officers, "we could go to G.M., Xerox, and other corporations, and begin raising the money."

Instead, he said, the colleges are opting for a plan that is expensive, that could go out of existence if the insurance company were hit with too many claims in too short a time, and that may be legally unenforceable in some states. Mr. Patterson and Mr. Masick said their plan would be cheaper for educational institutions because corporate and other donors would foot most or all of the bills.

In addition, since the foundation would make no profit, Mr. Masick said, all of the money raised would be used to help injured athletes. With an insurance plan, he said, part of the money would go to the company in the form of profit.

The insurance policies now being offered provide no benefits until the student has spent $10,000 of his own. The foundation would make grants to beneficiaries without requiring them to spend such a sum.

Mr. Patterson, who is "on loan" to the foundation from the sporting-goods manufacturers he represents, also questions whether the company could withstand several large claims against it. "The company will exist until it gets hit three or four times," he predicts.

Finally, said Mr. Patterson, the way in which Mr. Ruedlinger asks injured athletes to waive their rights to sue could cause the policies to be struck down by some courts.

That is so, he said, because the insurance company is placing conditions on an individual's receiving benefits *after* a contract has been set up between the athlete and the company to provide such benefits.

Suing for Fraud

If an injured student came to him for advice on whether to take the benefits or sue, he said, he would advise him to do both, if a lawsuit for negligence were warranted.

"Then the student would sue the insurance company for fraud and for bargaining in bad faith," he said. "Somebody is going to do that," and the insurance company could be forced to suspend operations, he said.

Mark Nordstrom, vice-president for marketing at the Ruedlinger Company, denied that his firm runs the risk of having its policy struck down by a court or of being forced into bankruptcy.

What Mr. Patterson doesn't understand, he said, is that an educational institution, not an athlete, holds the insurance contract with his company. Therefore, he said, the company is obligated only to give the injured athlete the choice of retaining his right to sue or of getting benefits.

He added that the company's rate structure is prudent, insuring that the firm will not be forced out of business by too many claims.

"Every life-insurance policyholder at Aetna could die tomorrow and drive the company into bankruptcy," he said, "but it won't happen. It's the same in our case. We know how many debilitating accidents happen every year, and we're ready for them."

One issue that the N.C.A.A. must decide is whether to allow its members to sign up for the policy at their option, or to require the members who don't want the policy to "opt out" of the group-insurance plan.

There is some concern that an institution that opts out would leave itself open to claims of negligence if one of its athletes were injured. Sources say the college associations want to avoid the opt-out approach, but that insurance companies are reluctant to offer the policy on any other basis.

Sports Notes

U. of Baltimore Drops Intercollegiate Sports

In 1979 the University of Baltimore moved from the National Collegiate Athletic Association's Division II to its top competitive section, Division I. Now Baltimore has decided to reverse its priorities and drop intercollegiate sports entirely at the end of the academic year.

According to President H. Mebane Turner, the university will probably emphasize recreational sports, instead. Student interest in intercollegiate sports has been declining, Mr. Turner said, and "we have become increasingly aware that the recreational and leisure activity needs of our students are not being met."

The university, which does not enroll freshmen or sophomores, has said it will fulfill scholarship and salary commitments to students and staff members through the 1983-84 academic year.

U. of San Francisco Panel Wants Basketball Back

A committee appointed by President John J. Lo Schiavo has recommended that the University of San Francisco resume its intercollegiate basketball program, which was discontinued last summer after recruiting and scholarship-rules infractions were uncovered. Father Lo Schiavo declined to disclose details of the committee's recommendations, which he said were being reviewed. He said his own recommendation might be included as part of a five-year master plan that will be submitted to the university's trustees on June 10.

Father Lo Schiavo said university officials are studying financial requirements, the philosophy of recruiting, the role of booster organizations, and academic standards for athletes before deciding whether or not basketball competition should be resumed, possibly in 1984-85.

Basketball Coaches' Group to Run Officiating Clinics

In reaction to growing criticism of the performance of basketball referees, the National Association of Basketball Coaches has launched a program aimed at improving officiating in the sport.

The outgoing president of the association, Fred (Tex) Winter, said the coaches, with the help of athletic conferences, would sponsor clinics for referees at eight sites around the country this summer.

"We know that officiating a basketball game is difficult," said Mr. Winter, who has just retired as coach at California State University at Long Beach, "but it shouldn't be impossible."

The coaches' association would also like to take an active role in recruiting new referees. "Ideally, we'd like to get former players to become referees. If we can get them interested and make it worth their while, I think we'd have some good officials," Mr. Winter said.

Ohio, Pennsylvania Colleges Form New Sports Conference

Seven colleges known more for academics than for athletics have formed a new sports conference that will begin play in the 1984-85 academic year.

All the colleges are located in Ohio or Pennsylvania and are members of the National Collegiate Athletic Association's Division III. The conference will apply for N.C.A.A. recognition in that division.

The conference does not yet have a name. It will sponsor championships in all sports offered by five or more members.

Conference members are: Allegheny College, Case Western Reserve University, Denison University, Kenyon College, Oberlin College, Ohio Wesleyan University, and the College of Wooster.

Sports Calendar

MEETINGS

May 18-20—Sociology of sport: "Sport and Culture in the State Since Antiquity," meeting, Swiss Association of Applied Sport Sciences, Bern, Switzerland. Contact: ASSAS, Postfach 165, 3000 Bern 9, Switzerland.

May 18-21—Sports medicine: Annual meeting, American College of Sports Medicine, Montreal. Contact: Jane Shepard, ACSM, 1440 Monroe St., Madison, Wis. 53706.

May 28-30—Sport history: Meeting, North American Society for Sport History, Pennsylvania State University at Mont Alto, Mont Alto, Pa. Contact: Alan Metcalfe, Faculty of Human Kinetics, University of Windsor, Windsor, Ontario N9B 3P4.

May 28-31—Sport psychology: Annual meeting, North American Society for the Psychology of Sport and Physical Activity, Michigan State U., East Lansing, Mich. Contact: Deborah Feltz, Institute for the Study of Youth Sports, Women's Intramural Building, Michigan State University, East Lansing, Mich. 48824.

May 30–June 3—Athletics: Meeting, United States Olympic Academy, Texas Tech University, Lubbock, Tex. Contact: USOA VII, P.O. Box 4070, Texas Tech University, Lubbock, Tex. 79409; (806) 742-3335.

CHAMPIONSHIPS

May 6-7—Men's volleyball: National Collegiate Athletic Association, Columbus, Ohio.

May 7-8—Men's Lacrosse: National Junior College Athletic Association, Cobleskill, N.Y.

May 9-14—Women's tennis: National Collegiate Athletic Association, Division II, San Luis Obispo, Cal.

May 9-11—Slow-pitch softball: National Junior College Athletic Association, Hanceville, Ala.

May 9-14—Women's tennis: National Collegiate Athletic Association, Division III, Claremont, Cal.

May 9-15—Men's tennis: National Collegiate Athletic Association, Division III, Albany, N.Y.

May 9-15—Men's tennis: National Collegiate Athletic Association, Division II, San Marcos, Tex.

May 10-13—Women's tennis: National Junior College Athletic Association, Ocala, Fla.

May 14-22—Men's tennis: National Collegiate Athletic Association, Division I, Athens, Ga.

May 14-22—Women's tennis: National Collegiate Athletic Association, Division I, Albuquerque, N.M.

May 17-19—Women's golf: National Junior College Athletic Association, Palm Beach, Fla.

May 17-20—Men's golf: National Collegiate Athletic Association, Division II, California, Pa.

May 17-20—Men's golf: National Collegiate Athletic Association, Division III, Wooster, Ohio.

May 18-20—Fast-pitch softball: National Junior College Athletic Association, Rockford, Ill.

May 19-21—Men's and women's outdoor track: National Junior College Athletic Association, San Angelo, Tex.

May 20-22—Softball: National Collegiate Athletic Association, Division II, Orange, Cal.

May 21-22—Women's lacrosse: National Collegiate Athletic Association, Philadelphia, Pa.

May 21-24—Softball: National Collegiate Athletic Association, Division III, Willimantic, Conn.

May 21-25—Baseball: National Collegiate Athletic Association, Division II, Riverside, Cal.

May 22—Men's lacrosse: National Collegiate Athletic Association, Division III, site to be announced.

May 23-28—Men's and women's outdoor track: National Collegiate Athletic Association, Division III, Naperville, Ill.

May 23-28—Men's and women's outdoor track: National Collegiate Athletic Association, Division II, Cape Girardeau, Mo.

May 24-26—Softball: National Association of Intercollegiate Athletics, Kearney, Neb.

May 24-28—Men's tennis: National Junior College Athletic Association, Ocala, Fla.

May 25-28—Women's golf: National Collegiate Athletic Association, Athens, Ga.

May 25-29—Softball: National Collegiate Athletic Association, Division I, Omaha, Neb.

May 26-28—Men's and women's outdoor track: National Association of Intercollegiate Athletics, Charleston, W.Va.

Sports People

John Beilein, men's basketball coach at Nazareth College of Rochester, to men's basketball coach at Le Moyne College.

D. Robert Brown, assistant men's basketball coach at Boston U., to men's basketball coach at Saint Anselm College.

Robert E. Kramig, IV, women's soccer coach and assistant men's soccer coach at Morehead State U., to men's soccer coach at Miami U.

Stuart Starner, assistant men's basketball coach at U. of Minnesota, to men's basketball coach at Montana State U.

Steve Townsend, editor of *Tiger Rag*, a Baton Rouge, La., sports newspaper, to assistant commissioner for public relations of the Southeastern Conference.

Bill Trumbo, men's basketball coach at Santa Rosa Junior College, to men's basketball coach at U. of Idaho.

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WASHINGTON DC 20014

THE CHRONICLE of Higher Education

ISSN 0009-5982

May 4, 1983 • $1.75
Volume XXVI, Number 10

News Summary

Articles on inside pages

WIDE WORLD

France moved last week to quell student unrest sparked by plans to reform higher education there. (Policeman above tangles with a Parisian law student.) Story on Page 25.

Jaroslav Pelikan, a specialist in the history of Christian doctrine, is this year's Jefferson Lecturer. Interview on Page 4.

Recruiting and admissions are costing colleges more money. Story on Page 7.

Derek C. Bok, president of Harvard University, has called for changes in the legal system and the law-school curriculum. Story on Page 8.

The Reagan Administration has been hit by two new controversies over its position on civil rights. Story on Page 17.

A federal judge is expected to decide soon whether students who transfer should be allowed to participate in college sports immediately after the change. Story on Page 2[illegible]

Slavic studies are in decline, but the publication of new books and journals on the subject is going strong. Story on Page 31.

ALSO IN THIS ISSUE

Athletics	21-23
Books	31-33
Bulletin Board	44-71
Calendar of Events	41-43
Deadlines	43
Deaths	37
Gazette	36-37
Grants	37-41
International News	25-26
Letters	34-35
Marginalia	2
News in Brief	2-3
Opinion	34
Personal & Professional	27-30
Point of View	72
Washington News	17-20

The National Commission on Excellence in Education:

"OUR NATION IS AT RISK."

"Our once unchallenged preeminence in commerce, industry, science, and technological innovation is being overtaken by competitors throughout the world. . . .

"While we can take justifiable pride in what our schools and colleges have historically accomplished and contributed to the United States and the well-being of its people, the educational foundations of our society are presently being eroded by a rising tide of mediocrity that threatens our very future as a nation and a people. What was unimaginable a generation ago has begun to occur—others are matching and surpassing our educational attainments.

"If an unfriendly foreign power had attempted to impose on America the mediocre educational performance that exists today, we might well have viewed it as an act of war. As it stands, we have allowed this to happen to ourselves. We have even squandered the gains in student achievement made in the wake of the Sputnik challenge."

The text of the commission's report begins on Page 11.

Raise Standards of Admission, Colleges Urged

Commission seeks to halt 'rising tide of mediocrity'

By JANET HOOK

WASHINGTON

Colleges and universities should raise their admissions standards to help turn back a "rising tide of mediocrity" that has undermined the quality of American education over the last two decades, a national commission recommended last week.

In a report submitted to President Reagan after more than a year of study, the National Commission on Excellence in Education called for tougher requirements for high-school graduation, higher salaries for teachers, and new incentives to attract academically gifted students into the teaching profession.

Community colleges should tighten their requirements for the associate degree, educators believe. Story on Page 10.

Offering a bleak diagnosis of the state of American schools and colleges, the 36-page report said the United States had lost its international preeminence in education after having "squandered the gains in student achievement made in the wake of the Sputnik challenge."

The commission's recommendations for upgrading academic standards were strongly endorsed by Education Secretary Terrel H. Bell, who appointed the 18-member panel of educators in August, 1981.

"This report is particularly well received because it offers a blueprint for educational renewal," Secretary Bell said.

Although the commission's recommendations were applauded by many education groups, some critics contended that they sidestepped some of the most difficult questions facing educators and policymakers.

"As a discussion document it's first-rate," said Rep. Paul Simon, Democrat of Illinois and chairman of the House Subcommittee on Postsecondary Education. "But as a blueprint for meaningful action

Continued on Page 10, Column 4

Iran's Request for List of Students Rejected by U.S. Universities

By MALCOLM G. SCULLY

WASHINGTON

American colleges and universities have indicated that they will not comply with a request from the government of Iran for a list of all of their Iranian students "with their major fields of study and their addresses, particularly those who will be graduating soon."

A spokesman at the National Association for Foreign Student Affairs said last week said that the association knew of no college or university that had complied with the request. Foreign-student advisers often receive similar requests and routinely turn them down, the spokesman added.

"There are other requests from embassies, prospective employers, even reporters," she said. "Institutions generally do not provide that kind of information on their students."

The American Council on Education, after consulting with N.A.F.S.A. and the American Association of Collegiate Registrars and Admissions Officers, told its members last week that the "Buckley Amendment," officially known as the Family Educational Rights and Privacy Act, "specifically bars the release of the information requested."

The request for the list was sent to foreign-student advisers at the U.S. institutions by the Embassy of Algeria, which has represented Iranian interests in the United States since the two countries severed diplomatic relations in 1981.

The request said the list "will serve students in several ways. For example, it facilitates the financial aid needed for their educational expenditures, their round-trip tickets to visit their families, and location of their future careers."

According to the Institute of International Education, the 35,680 Iranians enrolled at American colleges in 1981-82 made up the largest group of foreign students in the United States. However, the number has been declining since 1979.

When Colleges Force Professors to Retire

In a conflict between individuals' rights and institutions' needs, academe is debating whether colleges should be able to tell tenured professors when to retire. For Saul Levine (right), a former professor of art history, forced retirement was traumatic.

See the Personal & Professional Section, beginning on Page 27.

WERNER WOLFF, BLACK STAR

The Cost of Recruiting a Student Is on the Rise, Survey Finds

By BEVERLY T. WATKINS

Colleges and universities are spending more money to recruit and admit undergraduates and, on some campuses, are getting fewer new students for the dollar, a survey commissioned by *The Chronicle* has found.

The survey found that the average institution of higher education budgeted $298,439 in 1982-83 for admissions and recruiting. That was an 8-per-cent increase over the previous year and a 23-per-cent increase over 1980-81.

The survey found that the average cost of recruiting and admitting one student had risen from $128 in 1980-81 to $151 in 1981-82. Expenditures per student in 1982-83 are not available because next fall's classes are not yet complete.

J. Douglas Conner, executive secretary of the American Association of Collegiate Registrars and Admissions Officers, attributed the increased costs to the higher price of doing business and to the decreasing size of the traditional applicant pool.

Spending More for Postage

"Today, more institutions are into direct mail for recruiting," he said. "The increasing cost of postage and printing means that the cost of recruiting will go up."

The survey found that colleges had spent more on postage and printing in 1981-82 than they did in 1980-81 and that they had budgeted further increases for the current academic year.

Also, Mr. Conner noted, "Fewer students are reaching high-school age, so there is less in terms of volume to work with. If you have less volume, you are spending more money but finding less yield in terms of applications.

"The private institutions in particular are having to make more contacts because of the diminishing pool of 18-to-22-year-olds."

Some institutions, such as public and private research universities and private comprehensive colleges, reported that the average number of applications they received for 1982-83 had decreased by between 1.5 and 3 per cent from the previous year's.

Some public research universities may be receiving fewer applications because they have "purposely reduced their enrollments in some programs and limited them in others," Mr. Conner said.

$709 per Student

The survey, which was conducted for *The Chronicle* by John Minter Associates, collected data from a stratified random sample of 300 public and private two-year and four-year colleges and universities across the country.

Recruiting and admissions costs, as defined in the survey, include the salaries of admissions directors, counselors, and other staff members, as well as expenditures for travel, telephone, printing, supplies, postage, and other items.

The survey found that the average admissions office employed the full-time equivalent of about 15 administrators, counselors, and clerks.

The survey response indicated that research universities spend the most on admissions. For 1982-83 the average private university budgeted $675,721; the average public university, $576,937.

Selective liberal-arts colleges spent the most per student, an average of $709 in 1981-82.

The survey found that private comprehensive colleges budgeted an average of $397,317 for admissions this year, an increase of about 7 per cent. Their public counterparts averaged $243,783, an increase of about 10 per cent.

The cost per student varied widely at such institutions: The private colleges averaged $455, while the public colleges spent $64. Only the public two-year colleges spent less per student—$47.

Private two-year colleges spend the least money on admissions, the survey found, with an average of $127,937 budgeted for this year. The cost per student, however, amounted to $335.

The average number of applications received from potential freshmen and transfer students decreased by 2 per cent at the private research universities—from 6,139 in 1981-82 to 6,008 in 1982-83—and by almost 1.5 per cent at the public universities—from 10,486 to 10,344.

Applications dropped by more than 3 per cent at the private four-year colleges—from 2,173 to 2,106—but registered a small increase at the public four-year institutions.

Among the two-year institutions, the average number of applications increased from 639 in 1981-82 to 677 in 1982-83 at the private colleges, a gain of 6 per cent, and from 7,883 to 8,004 at the public institutions, an increase of 1.5 per cent.

CHRONICLE SURVEY

College Resources for Admissions and Recruiting

Expenditures

	1980-81 Per institution	1980-81 Per new student (b)	1981-82 Per institution	1981-82 Per new student (b)	1982-83 (a) Per institution
SALARIES					
Public research universities	$389,850	$ 81.00	$423,522	$ 91.00	$456,453
Private research universities	285,124	175.00	335,417	214.00	385,299
Public comprehensive colleges (c)	151,458	43.00	167,410	49.00	184,297
Private comprehensive colleges (c)	164,357	187.00	188,077	229.00	206,189
Selective liberal-arts colleges	163,104	302.00	188,746	357.00	206,652
Other liberal-arts colleges	94,062	212.00	109,191	254.00	120,734
Public 2-year institutions	191,066	34.00	208,843	39.00	219,735
Private 2-year institutions	48,022	138.00	63,191	177.00	66,776
All institutions	**$175,801**	**$ 78.00**	**$194,714**	**$ 92.00**	**$209,621**
TRAVEL					
Public research universities	$12,927	$ 2.80	$13,687	$ 3.11	$15,769
Private research universities	42,757	26.18	51,704	33.00	96,021
Public comprehensive colleges (c)	4,414	1.37	6,019	1.85	6,440
Private comprehensive colleges (c)	33,348	37.96	35,927	43.83	37,913
Selective liberal-arts colleges	41,975	77.75	45,690	86.50	51,979
Other liberal-arts colleges	25,110	56.71	30,992	72.03	29,597
Public 2-year institutions	5,370	0.79	7,427	1.16	5,094
Private 2-year institutions	10,025	28.87	14,087	39.50	14,556
All institutions	**$ 9,806**	**$ 8.76**	**$12,246**	**$10.97**	**$ 9,022**
POSTAGE					
Public research universities	$31,543	$ 7.00	$38,374	$ 8.00	$34,668
Private research universities	33,070	22.00	39,726	27.00	46,917
Public comprehensive colleges (c)	10,186	3.00	11,479	3.00	11,559
Private comprehensive colleges (c)	25,732	34.00	33,330	47.00	38,014
Selective liberal-arts colleges	23,844	47.00	31,114	63.00	30,819
Other liberal-arts colleges	15,147	29.00	19,916	39.00	18,131
Public 2-year institutions	23,752	4.00	29,967	5.00	28,769
Private 2-year institutions	4,921	13.00	4,996	13.00	7,761
All institutions	**$17,950**	**$ 8.78**	**$22,062**	**$17.64**	**$22,591**
PRINTING					
Public research universities	$31,576	$ 6.62	$33,794	$ 7.44	$33,073
Private research universities	49,342	35.05	61,892	45.01	69,620
Public comprehensive colleges (c)	7,786	2.09	9,632	2.66	10,182
Private comprehensive colleges (c)	42,145	46.21	46,706	54.40	51,089
Selective liberal-arts colleges	36,783	68.13	42,042	79.59	48,901
Other liberal-arts colleges	19,088	43.11	24,963	58.02	27,114
Public 2-year institutions	9,440	1.81	12,241	2.50	15,883
Private 2-year institutions	12,991	37.42	11,835	33.19	21,008
All institutions	**$14,048**	**$12.12**	**$16,565**	**$14.06**	**$19,405**
SUPPLIES					
Public research universities	$12,936	$ 2.71	$13,947	$ 3.06	$15,514
Private research universities	10,297	6.79	13,694	9.39	16,509
Public comprehensive colleges (c)	10,952	3.36	11,478	3.54	11,856
Private comprehensive colleges (c)	15,393	18.16	20,638	26.17	17,201
Selective liberal-arts colleges	7,996	14.23	11,282	20.39	11,717
Other liberal-arts colleges	7,706	16.49	8,546	18.93	10,806
Public 2-year institutions	7,878	1.38	8,164	1.54	9,817
Private 2-year institutions	2,599	7.49	2,734	7.67	4,337
All institutions	**$ 8,955**	**$ 4.71**	**$ 9,627**	**$ 5.43**	**$10,804**
TELEPHONE					
Public research universities	$11,649	$ 2.44	$12,797	$ 2.82	$12,454
Private research universities	8,498	5.60	11,381	7.81	12,451
Public comprehensive colleges (c)	2,994	0.91	3,239	0.99	3,412
Private comprehensive colleges (c)	7,448	7.50	8,290	8.98	8,669
Selective liberal-arts colleges	4,764	8.59	5,324	9.73	5,535
Other liberal-arts colleges	7,662	15.32	9,026	18.48	9,395
Public 2-year institutions	28,749	8.88	32,047	9.73	36,180
Private 2-year institutions	3,502	8.83	4,220	10.74	3,840
All institutions	**$13,758**	**$ 6.30**	**$15,381**	**$ 7.20**	**$16,905**
TOTAL COSTS					
Public research universities	$523,137	$112.00	$534,859	$118.00	$576,937
Private research universities	503,076	308.00	586,163	374.00	675,721
Public comprehensive colleges (c)	207,439	59.00	221,845	64.00	243,783
Private comprehensive colleges (c)	320,369	365.00	372,773	455.00	397,317
Selective liberal-arts colleges	318,558	590.00	374,575	709.00	412,488
Other liberal-arts colleges	168,545	381.00	205,537	478.00	215,363
Public 2-year institutions	265,868	41.00	291,836	47.00	311,328
Private 2-year institutions	97,475	281.00	119,514	335.00	127,937
All institutions	**$243,442**	**$128.00**	**$276,672**	**$151.00**	**$298,439**

Staff members

	1981-82 Number of staff members	1981-82 New students (b) per staff member
PROFESSIONAL EMPLOYEES		
Public research universities	9.5	544
Private research universities	4.0	1,000
Public comprehensive colleges (c)	8.7	167
Private comprehensive colleges (c)	6.9	115
Selective liberal-arts colleges	5.9	90
Other liberal-arts colleges	4.8	81
Public 2-year institutions	3.8	2,505
Private 2-year institutions	3.5	89
All institutions	**6.0**	**1,036**
CLERICAL STAFF		
Public research universities	15.5	332
Private research universities	6.2	640
Public comprehensive colleges (c)	11.6	125
Private comprehensive colleges (c)	4.9	162
Selective liberal-arts colleges	5.7	94
Other liberal-arts colleges	2.4	163
Public 2-year institutions	8.7	1,109
Private 2-year institutions	1.7	184
All institutions	**8.8**	**514**
STUDENT STAFF (d)		
Public research universities	4.4	1,175
Private research universities	1.9	1,923
Public comprehensive colleges (c)	8.3	186
Private comprehensive colleges (c)	3.8	211
Selective liberal-arts colleges	2.1	252
Other liberal-arts colleges	1.9	215
Public 2-year institutions	1.2	5,370
Private 2-year institutions	1.6	200
All institutions	**3.8**	**2,173**

Volunteers

	Number of volunteers	New students (b) per volunteer
STUDENT VOLUNTEERS (d)		
Public research universities	1.0	5,791
Private research universities	2.2	1,873
Public comprehensive colleges (c)	14.0	103
Private comprehensive colleges (c)	1.2	612
Selective liberal-arts colleges	1.0	520
Other liberal-arts colleges	0.9	528
Public 2-year institutions	4.5	1,299
Private 2-year institutions	—	—
All institutions	**6.1**	**1,155**
FACULTY & STAFF VOLUNTEERS (e)		
Public research universities	1.0	4,225
Private research universities	1.4	3,017
Public comprehensive colleges (c)	3.4	378
Private comprehensive colleges (c)	1.2	610
Selective liberal-arts colleges	0.5	1,018
Other liberal-arts colleges	0.8	971
Public 2-year institutions	0.9	11,180
Private 2-year institutions	0.5	692
All institutions	**1.6**	**4,772**
ALUMNI VOLUNTEERS (e)		
Public research universities	0.6	8,944
Private research universities	2.2	2,014
Public comprehensive colleges (c)	2.8	568
Private comprehensive colleges (c)	2.0	345
Selective liberal-arts colleges	2.9	185
Other liberal-arts colleges	0.9	702
Public 2-year institutions	—	—
Private 2-year institutions	0.6	666
All institutions	**1.2**	**1,206**

(a) Figures for 1982-83 are budgeted amounts.
(b) A new student is defined as a freshman or a transfer.
(c) Institutions with more than 1,500 students, a liberal-arts program, and at least one professional program.
(d) One full-time equivalent is 1,400 hours annually.
(e) One full-time equivalent is 1,900 hours annually.
— Insufficient data.

SOURCE: SURVEY FOR THE CHRONICLE BY JOHN MINTER ASSOCIATES

AT&T to Set Up New Foundation by End of Year

NEW YORK

Plans are under way at the American Telephone and Telegraph Company to establish a new philanthropic foundation before next January 1, when A.T. & T. will be divested of its local telephone companies.

The foundation would combine the philanthropic efforts of A.T. & T., its research arm, Bell Laboratories, and its manufacturing subsidiary, Western Electric.

Reports that the foundation would start with an endowment of $100-million, making it one of the largest company-sponsored foundations in the country, were denied by A.T. & T. officials.

Robert H. Thill, A.T. & T.'s division manager in charge of corporate contributions, said that while such an estimate was not unreasonable, plans for the foundation have not yet received final approval.

He said the new foundation could be expected to continue A.T. & T.'s "strong emphasis" on engineering and science at colleges and universities.

In 1982 A.T. & T.'s philanthropic giving totaled about $8-million: Bell Laboratories', about $4.5-million; and Western Electric's, about $7-million, Mr. Thill said. —J.M.

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